



General Services Administration

Professional Services Schedule

Federal Supply Schedule Price List

Contract Number: GS-00F-221GA

Contract Period: 06/15/2017 to 06/14/2022

Business Status: Small, Disadvantaged Business

Federal Supply Codes:

5411 - Advertising Services

5413 - Web Based Marketing Services

5414B - Video / Film Production

5414F - Commercial Art and Graphic Design Services

BRINK MEDIA, INC

1100 S Sixth Ave

Tucson, AZ 85701 3006

BRINK DC

1516 U Street NW

Washington, DC 20009

CONTACT:

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CONTRACT INFORMATION

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- 1a.** Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

SIN	Recovery	SIN Description
541-1	541-1RC	Advertising Service
541-3	541-3RC	Web Based Marketing Services
541-4B	541-4BRC	Video/Film Production
541-4F	541-4FRC	Commercial Art and Graphic Design Services

- 1b.** Lowest Priced Model Number and Price for Each SIN: Please refer to the pricing on the following pages.

- 1c.** Hourly Rates: Please refer to the pricing on the following pages.

- 2.** Maximum Order: \$1,000,000.00

- 3.** Minimum Order: \$100.00

- 4.** Geographic Coverage (delivery Area): DOMESTIC ONLY

- 5.** Point(s) of production (city, county, and state or foreign country): Same as company address.

- 6.** Discount from list prices or statement of net price: Government net prices (discounts already deducted). Please refer to the pricing herein.

- 7.** Quantity discounts: None Offered

- 8.** Prompt payment terms: NET 30 DAYS

- 9a.** Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

- 9b.** Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Will accept over \$2,500.
- 10.** Foreign items (list items by country of origin): None
- 11a.** Time of Delivery [Contractor insert number of days]: To be negotiated with ordering agency.
- 11b.** Expedited Delivery: To be negotiated with ordering agency.
- 11c.** Overnight and 2-day delivery: To be negotiated with ordering agency.
- 11d.** Urgent Requirements: To be negotiated with ordering agency.
- 12.** F.O.B Points(s): Destination
- 13a.** Ordering Address(es): Same as Contractor
- 13b.** Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14.** Payment address(es): BRINK, 1100 S Sixth Ave, Tucson, AZ 85701 3006
- 15.** Warranty provision.: N/A
- 16.** Export Packing Charges (if applicable): N/A
- 17.** Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor
- 18.** Terms and conditions of rental, maintenance, and repair (if applicable): N/A
- 19.** Terms and conditions of installation (if applicable): N/A

- 20.** Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A
- 20a.** Terms and conditions for any other services (if applicable): N/A
- 21.** List of service and distribution points (if applicable): N/A
- 22.** List of participating dealers (if applicable): N/A
- 23.** Preventive maintenance (if applicable): N/A
- 24a.** Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A
- 24b.** Section 508 Compliance for EIT: Contact contract administrator for more information.
- 25.** Data Universal Numbering System [DUNS] number: 022245216
- 26.** Notification regarding registration in Central Contractor Registration [CCR] database: Registered. The Service Contract Act [SCA] is applicable to this contract and as it applies to the entire OOCORP The Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination [WD] number. Failure to do so may result in cancellation of the contract.

A red-tinted, halftone-style photograph of a building. The building has a large 'K' and 'Y' sign on its upper right side. Below this, a sign reads 'SUPER MARKETING'. The building has large windows and a modern architectural style. The word 'ABOUT' is overlaid in large, bold, black letters in the center of the image.

ABOUT

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BRINK is a creative digital agency with offices in Tucson, AZ and Washington, DC. For more than 15 years, we have worked with a wide array of organizations, in both the public and private sectors, to develop integrated communications strategies and the platforms and content that power them.

BRINK has received industry recognition for exceptional marketing concept and execution, including multiple American Advertising Awards, Webbys and coverage in major publications such as Entrepreneur and Time magazine.

More importantly, we have helped dozens of organizations increase their digital presence, inspire loyalty and reach new audiences. Our extensive client history includes prominent companies and government agencies, such as:

- National Guard
- NASA
- Holland Tourism
- PayPal
- Vantage West
- University of Arizona
- City of Tucson
- Tucson Electric Power
- State of Maryland
- Roche Pharmaceutical
- Gates Foundation
- Air National Guard
- MPAA
- United Nations Foundation

WHAT WE DO

We integrate art, tech and media to drive audience engagement. We are not an advertising, marketing or PR firm, our value is the examination of *all* user touchpoints, weaving together both online and offline experiences.

This approach follows three core offerings:

1

We build experiences.

We design and develop delightful platforms for user interaction. A website, an app, a touchscreen, a projection, a virtual world – we're limited only by imagination and the abundance of caffeine.

2

We tell stories.

We produce and distribute timely, compelling content to support brand and issues narratives. From long-form videos to social memes, and all the in-betweens, our focus is driving engagement and paths to conversion.

3

We make connections.

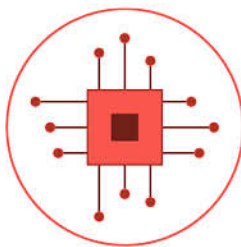
As community managers, media planners, coalition builders and hype train conductors, we leverage targeted channels for distribution while monitoring for opportunities to engage and empower our audiences.

OUR IN-HOUSE CAPABILITIES INCLUDE:



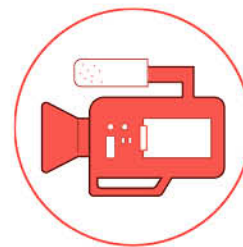
DESIGN

- User Experience
- Identity
- Marketing Materials
- Experiential



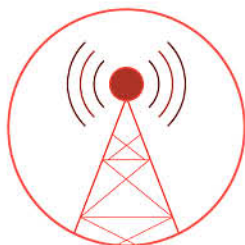
TECH

- Websites
- Mobile Apps
- Integrations
- Data Science



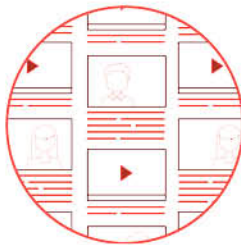
VIDEO

- Script & Storyboard
- Production
- Animation & 3D
- In-House Studio



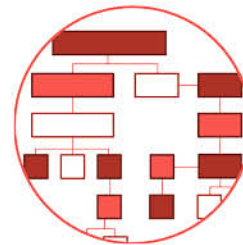
MEDIA

- Media Research, Planning & Buying
- Community Management
- PR / Media Training
- Analytics & Insights



CONTENT

- Content Planning
- Copywriting, Social Content & Longform
- Infographics / Macros
- Podcasts & Webisodes



STRATEGY

- Audience Personas
- Research
- Communications Planning
- Campaign Development

And in our role as strategists, we are able to unite partners where our capabilities can be augmented. In short: we use the best tools for the job.

HOW WE DO IT.

We go where the audiences go. We'll go there, even if uncomfortable and especially if uncharted. We are platform agnostic because that is necessary to truly be effective in this fragmented media environment.

We foster loyalty. We have a retention-first philosophy, looking to strengthen existing relationships and convert fans into evangelists. You've got to water your lawn before you start planting flowers.

We stay relevant. If we want people to care, we have to be relevant and timely with our messaging and ensure we speak the same "social language" as our audience. Otherwise it just won't work.

We test, fail, measure, learn, then succeed. We take an iterative approach, favoring quick deployments and testing over exhaustive planning phases. This allows us to take chances, fail quickly and crunch the data to make more informed choices moving forward. With digital, the ability to measure is there and you'd be insane not to use it.

We make cool stuff. Our work is powered by the idea that user-centric design melds form and function in a way that is both practical and inspired. Great ideas and usability aren't mutually exclusive concepts, we often push creative boundaries while staying grounded to goals-focused User Experience principles.

WHY WE'RE GOOD AT IT.

We rock. Our rock band approach unites well-rounded creative talents with strengths across five core disciplines: strategy, user experience, visual design, technology and social engagement.

We work together as an integrated team to produce your next great hit while avoiding the inefficiencies and innovation-killing barriers caused by department silos. We don't have a creative team; we are all creatives.

We like to go fast. Everything we do is oriented to rapid execution. Our social studio model includes ready-to-go equipment and sets for low-overhead multimedia production. And our "everyone's a creative" staffing philosophy – with a commitment to in-house talent over outsourcing – gives us the flexibility to conceive, write and design concepts as fast as we can deploy them.

We've been around the block. We grew up with the modern web and have been right there innovating along with it. In '96 our founder Danny Vinik was turning heads in Hollywood with a before-it's-time streaming entertainment platform. In 2002 we partnered with Kevin Spacey to create the WEBBY honored Triggerstreet, an early social network for filmmakers and a TIME 50 Best Website. In 2007 we worked with the Netherlands to launch the first ever "web 2.0" destination marketing site. In 2016 we flipped the public access TV model on its head for the City of Tucson. And we've written 10 lines of code by the time you finish this paragraph.

We live it, we breathe it. Our expertise, and even our creative, isn't solely what defines us. There are hundreds of agencies with similar capabilities to us, many of which profess proprietary processes that all resemble each other. To truly be effective (and unique), we've got to be embedded among the audiences we reach.

That's why we make and distribute indie films, host creative events and meetups, evangelize the arts, publish content and go on road trips. We aren't empty suits observing from the sidelines, we're creators and contributors.

PRICE LIST

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The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

Item	Labor Category	Unit of Issue	GSA Rates
1	Partner	Per Hour	\$201.76
2	Senior Strategist	Per Hour	\$156.93
3	Senior Developer	Per Hour	\$156.93
4	Art Director	Per Hour	\$134.51
5	UX Architect	Per Hour	\$134.51
6	Frontend Developer	Per Hour	\$134.51
7	Designer	Per Hour	\$112.09
8	Editor	Per Hour	\$112.09
9	Content Specialist	Per Hour	\$44.84
10	Video Producer	Per Day	\$1345.09
11	Video Specialist	Per Day	\$1120.91
12	Video Editor	Per Day	\$896.73
13	Production Assistant	Per Day	\$358.69



LABOR CATEGORIES

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Job Title	Position Description	Min Years of Experience	Min Education Level
Partner	Leadership of the organization and hands-on, high level project supervisors. Responsible for concepting, creative and marketing consulting and direction, quality control / oversight and strategy development.	10	BS/BA in Marketing, PR, Advertising or Related
Senior Strategist	Account managers, working directly with client on day-to-day resource management, communications and task requests. Responsible for marketing and research plans, PR activities, media buys, advertising concepts and budgeting.	7	BS/BA in Marketing, PR, Advertising or Related
Senior Developer	Experienced web developers with advanced computer science knowledge. Responsible for system administration, backend programming, database architecture, APIs and Integrations	7	BS/BA in Computer Science, MIS and Related
Art Director	Experienced designers for web and print that take the role of design lead on projects. Responsible for interface design, advertising creative and infographic design.	7	BS/BA in Graphic Arts Related Fields
UX Architect	Web professional with understanding of visual design, user behaviors and frontend development. Responsible for content planning, wireframing, prototyping, personas and usability testing for applications and websites	3	BS/BA in Graphic Arts or Psychology Related Fields
Frontend Developer	Junior level web developer with expert grasp of frontend development standards and practices. Responsible for HTML, CSS, JavaScript, CMS themes and templating, rich media ad development.	3	High School Diploma
Designer	Junior level designer possessing mastery of design and publishing tools and a keen design ability. Responsible for logo concepts, graphic designs, title cards, photo retouching, storyboarding, design for social media, research and compilation.	3	High School Diploma
Editor	Experienced writer and expert in publishing on digital media platforms. Responsible for editorial calendars, copywriting, communications planning, scheduling and syndication, social media strategy and analysis, reporting	3	BS/BA in Journalism, Writing or Marketing Related Field

Content Specialist	Entry level professional with strength in writing and keen design ability. Responsible for research and compilation, simple social media and micro-blogging content, CMS content organization, influencer outreach, quality assurance testing and review.	1	High School Diploma
Video Producer	Experienced video professional responsible for shoot planning, on-shoot direction, call sheets and production schedules, storyboarding and concepting.	10	BS/BA in Media Arts or Related
Video Specialist	Expert in camera operation, lighting and audio setup and principles of photography. Responsibilities include all on-set requirements for professional quality shoots, usually collaborating with and directing freelance teams on larger budget projects.	3	BS/BA in Media Arts or Related
Video Editor	Expert in digital editing tools and principles of photography. Responsible for editing, encoding, titles and visual effects, color correction and animation.	3	High School Diploma
Production Assistant	Entry level video professional with firm technical grasp of video production and principles of photography. Responsible for grip, transport, scouting and related assists to the Producer.	1	High School Diploma

An additional 4 years of experience is an equivalent substitute for a degree.



BRINK[®]

creative digital

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